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Total Number of Pages in This Submission **19**

Application Number	<b>10/812,624</b>
Filing Date	<b>3-30-2004</b>
First Named Inventor	<b>De La CNZ</b>
Art Unit	<b>3691</b>
Examiner Name	<b>Shrestha, Bijendra</b>
Attorney Docket Number	

ENCLOSURES (Check all that apply)		
<input checked="" type="checkbox"/> Fee Transmittal Form <input checked="" type="checkbox"/> Fee Attached <input checked="" type="checkbox"/> Amendment/Reply <input type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s) <input type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input type="checkbox"/> Information Disclosure Statement <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Reply to Missing Parts/ Incomplete Application <input type="checkbox"/> Reply to Missing Parts under 37 CFR 1.52 or 1.53	<input type="checkbox"/> Drawing(s) <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation <input type="checkbox"/> Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD, Number of CD(s) _____ <input type="checkbox"/> Landscape Table on CD	<input type="checkbox"/> After Allowance Communication to TC <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to TC (Appeal Notice, Brief, Reply Brief) <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input type="checkbox"/> Other Enclosure(s) (please Identify below):
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Firm Name			
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Printed name	Cedric G. De La CNZ		
Date	228-08	Reg. No.	36,498

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## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

United States Patent Application 20040181452

Title: System, method and apparatus for selling gift certificates and store credits

Applicant: DeLaCruz, Cedric G.

Serial No.: 812624

Series Code: 10

Filed: March 30, 2004

Examiner: Shrestha, Bijendra K.

Art Unit: 3691

Mail Date: 11/01/2007

### AMENDMENT AND RESPONSE TO OFFICE ACTION

Applicant thanks the Examiner for the Office Action dated November 1, 2007 and respectfully provides the following response and amendments.

#### REMARKS

Claims 7, 10 and 17 were rejected under 35 USC 112. In response thereto, Applicant has amended claims 7, 10 and 17 to clarify that the maximum predetermined value limit is less than the face value. Accordingly, the rejection is traversed.

Claims 1-21 were rejected under 35 USC 103(a) as being unpatentable over Chen in view of Sandholm. Applicant respectfully traverses the rejection and submits the following claim amendments in support of the traverse. The claims have been amended to clarify that they are directed to combining and selling “previously used” gift certificates and store credits into “whole dollar amounts”.

“Previously used” is an important and critical distinction since when previously using a gift certificate in a store, the consumer is always left with an “odd” amount. For example, if the consumer started with a \$100 gift certificate then used it to buy something for \$79.50, the consumer is left with a \$20.50 gift certificate or credit (\$100-\$79.50=\$20.50). This is what makes this invention so different is that it allows a number of different consumers to then sell these gift certificates in these odd amounts and the present system will combine them into desirable amounts by selectively combining